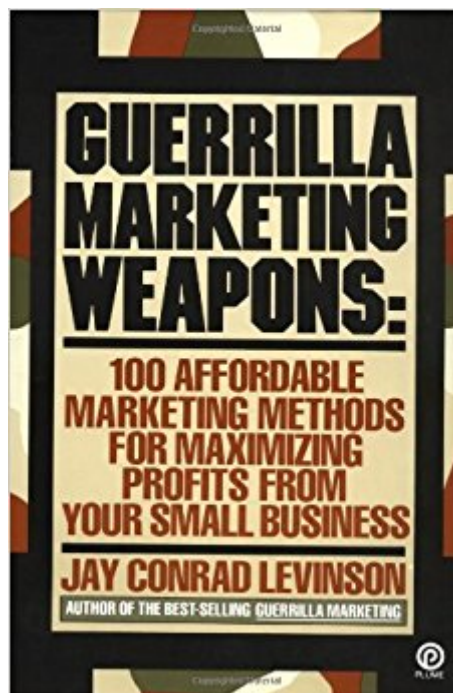




The book was found

Guerrilla Marketing Weapons: 100 Affordable Marketing Methods (Plume)



Synopsis

Levinson's new book is a nuts-and-bolts approach to his revolutionary guerrilla marketing technique, targeted to the more than 11 million small and medium-sized businesses nationwide in need of successful marketing solutions. Levinson identifies 100 "weapons" that minimize expenses and maximize profits.

Book Information

Series: Plume

Paperback: 272 pages

Publisher: Plume; Reissue edition (November 1, 1990)

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Average Customer Review: 3.9 out of 5 stars 27 customer reviews

Best Sellers Rank: #380,112 in Books (See Top 100 in Books) #87 in [Books > Business & Money > Marketing & Sales > Marketing > Industrial](#) #288 in [Books > Business & Money > Small Business & Entrepreneurship > Marketing](#) #288 in [Books > Business & Money > Economics > Money & Monetary Policy](#)

Customer Reviews

In a sequel to his *Guerrilla Marketing* (LJ 2/15/84) and *Guerrilla Marketing Attack* (LJ 3/15/89), Levinson offers a practical approach to his technique. He defines a weapon "as a method of communication or contact with customers and prospects designed to render service, improve quality, clarify benefits, enhance credibility, or make the customer or prospect feel good." Weapons studied include pricing, brand-name awareness, follow-up, speed, neatness, and credibility. This very practical guide should be consulted by both practitioners and students of business. All three books are recommended to public libraries with comprehensive business collections.- Lucy Heckman, St. John's Univ. Lib., Jamaica, New York
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"This very practical guide should be consulted by both practitioners and students of business."

--Library Journal --This text refers to the MP3 CD edition.

I will disclose to you at the outset that this is NOT the latest in advertising. It is a great resource, but at times you'll be reminded how much technology, networking, and business have changed since it was written. But don't let that get you down. It may help to remember how many times you've heard that Twitter and Facebook can quadruple your business, but you are left wondering "how?". Throughout the book the ideas listed got me thinking creatively. I have been using 7 of the "starter" tools to help clients figure out where they are on their branding/identity. I think it's refreshing to find a resource that gets us thinking of something outside of the latest and greatest, and that addresses today's economic reality for small businesses. Everything in the book is either low-cost or free. And much of it can be translated into new technology. It's a great addition to your marketing or Guerrilla Marketing library.

This is a good book for people who doesn't want to know about the whole Guerrilla Marketing theory, but only the weapons it uses. Besides, it is not up to date in some of the weapons. I would rather to recommend "Startup Guide to Guerrilla Marketing: A Simple Battle Plan for First-Time Marketers" or "Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your SmallBusiness" all from the same autor.

Enjoyed the read, with some really good points to use in marketing your small business. Thank you for the advise.

if you are in marketingbuy it

Logical information. Not my cup of tea though.

Lots of useful ideas.Fast read.In fact, more ideas that you can really implement.Buy used and save money.

GREAT MARKETING BOOK

Anyone engaged in or considering starting a small business would do well to read both this book and Levinson's other writings on the subject. Most small businesses fail due to poor marketing and you'll find great solutions to that problem in this series.

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